

TRADE & INDUSTRY SERVICES



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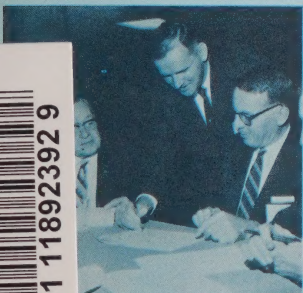
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GOVERNMENT OF

ONTARIO/CANADA



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Operational core of the Ontario Department of Trade and Development is the Trade and Industry Division. This division assists in developing new job-producing industries throughout Ontario and in exporting Canadian products and services to world markets. The four active branches of this division are:

- Industrial Development Branch
- Marketing Branch
- International Branch
- Research Branch

Ontario manufacturers and foreign businessmen are invited to write or contact:

Ontario Department of Trade
and Development

Trade and Industry Division

950 Yonge Street

Toronto 5, Ontario, Canada

Telephone: (416) 365-4226

Cable: TRADIN-TORONTO

INDUSTRIAL DEVELOPMENT

To develop new industries and to promote expansion of established companies in Ontario, Canada, the Industrial Development Branch is organized in the following sections:

PLANT LOCATION SECTION

Industry Placement Service of this section helps manufacturers in selecting locations for a new plant in Ontario. Qualified engineer-management consultants provide detailed information for market research, land and building costs. They offer details on labor rates, municipal services, incorporation and tax laws, material sources, transportation factors, and other data required by industry in choosing the location best suited for their operation. This service is offered on a confidential no-cost basis.

Joint Ventures Service: A company wishing to participate in a new manufacturing facility with another company gains an introduction to Ontario industries through a bulletin service. This bulletin outlines joint venture opportunities and is mailed regularly to Ontario manufacturers. Assistance is provided in bringing interested companies together.

For further information on the establishment of manufacturing facilities in Ontario contact:

R. M. Peebles

Chief, Plant Location

Telephone: (416) 365-5711



MANUFACTURING ARRANGEMENTS SECTION

New Product and Production Sourcing: Assistance is offered to companies in Canada or in other countries wishing to have their products made in Ontario under a royalty or licence agreement. A regular bulletin listing manufacturing opportunities is mailed to Ontario companies. The bulletin features regular product lines and items to be made on a sub-contract basis. Through this program Ontario companies can maximize production facilities and expand product lines. Companies not now producing in Ontario can obtain production facilities, better market penetration without high capital investment in plant and equipment.

For additional information contact:

A. J. Petch

Chief, Manufacturing Arrangements

Telephone: (416) 365-5491



TECHNOLOGY SECTION

Industrial Technology Service: Qualified engineer-production consultants provide information and guidance to Ontario companies wishing to improve productivity and manufacturing techniques. Plant visits are made on request and companies are invited to enquire about participating in Product Development Clinics held throughout the province, or Industrial Technology Development Missions abroad for evaluation of the latest in production and processing technology.

Industrial Advisory Service to Municipalities: Community visits and seminars are conducted to help municipalities establish planned industrial development programs. Qualified industrial development consultants provide guidance in the preparation of industrial and community data, development of industrial areas and promotion techniques.

For further information and technical assistance contact:

L. A. Hassell
Chief, Technology
Telephone: (416) 365-7196

Industrial Development Branch

N. R. Radford, Director
Telephone: (416) 365-5834

MARKETING BRANCH

The Marketing Branch assists Ontario companies wanting to export products or services. It is made up of the following sections:

FOREIGN TRADE SECTION

Sales Missions—Outgoing: Ontario manufacturers are helped in finding new markets for their products through sales missions for company representatives, travelling to various parts of the world. Participating companies are provided with return air fare from Toronto, and are assisted in meeting prospective buyers through pre-arranged appointments. The missions sell industrial and consumer products ranging from capital equipment to processed food. Some companies engage in multi-national activities, such as licences abroad and new plants.

Trade Missions—Incoming: These missions comprise leading industrialists, consultants and users of capital equipment from abroad, seeking equipment for major industrial and government projects. Ontario producers of capital equipment are provided with an opportunity through direct discussion to sell or bid on equipment needs throughout the world.

International Trade Fairs: This activity assists Ontario producers to display their product lines in international trade shows and provides promotional guidance to distributors and agents of Ontario products. Aid is given in shipping goods and in obtaining display space and company representation.

Further details on these export development programs may be obtained from:

H. L. Wood

Chief, Foreign Trade Section

Telephone: (416) 365-5701

MARKETING SERVICES SECTION

Engineering Services Abroad: This program is designed to develop foreign engineering project information and to aid manufacturing, consulting and engineering firms in designing, bidding and participating in major construction projects abroad. Assistance is provided in setting up appropriate consortia when required; financial aid is available for approved investigations of projects.

Ontario Product Buyers: Ontario manufacturers are aided in developing increased export sales through this program. Selected buyers, agents and distributors from abroad are given financial assistance to visit appropriate Canadian trade fairs and manufacturers in the province with a view to filling their product needs. Special bulletins are mailed to interested companies covering buyers' visits.

Design Awards (Eedee): These annual awards are arranged to increase sales through good design and improved promotion techniques. The awards are presented to designers and manufacturers for the development and production of industrial and consumer equipment, including fashions. International juries select "Excellence of Design" winners from various categories and buyers from outside Canada are encouraged to visit Ontario during the presentations.

Export Forums and Seminars: Export training and education is offered Ontario companies through province-wide forums and seminars. These programs are carried out with the



co-operation of the Ontario Department of Education, universities, and other institutions and industry associations. Subjects include tariffs, exporting techniques, documentation, and the establishment of joint ventures or licensing agreements abroad. Recognition of attendance and participation by industry representatives is given through the presentation of diplomas.

Warehousing and Distribution Abroad: A warehousing abroad information service is available to Ontario manufacturers. Assistance is provided in setting up the type of service required in important market areas.

Hotel Facilities Abroad: This program is available to suppliers, architects, consultants and special groups to explore opportunities for design, construction, products, furnishings, equipment and components, etc., in hotel, recreation and airport facilities being planned around the world.

For details on these programs contact:

W. A. Ledingham

Chief, Marketing Services Section

Telephone: (416) 365-5701

Marketing Branch

J. J. Graham, Director

Telephone: (416) 365-1240

RESEARCH BRANCH

The Research Branch acts primarily as a service to the principal operating functions of the Trade and Industry Division, but may undertake short-term research for manufacturers upon request.

INDUSTRIAL RESEARCH SECTION

Markets and Industry Studies: Market information is available to companies in support of other data required in establishing new or expanded manufacturing facilities in Ontario. Industry studies are also conducted to determine short- and long-term trends with a view to establishing a guide to present and future production needs.

Further information may be obtained from:

F. W. Plumb

Chief, Industrial Research Section

Telephone: (416) 365-4392

FOREIGN MARKET DEVELOPMENT SECTION

Export and Foreign Market Studies: Information is available on foreign market potential and a product-by-product analysis of export opportunities for Ontario-made goods. Data is also available to companies showing exports around the world and major imports into the United States, United Kingdom, and Canada, on a commodity basis.



Additional information may be obtained from:

J. V. Lehner

Chief, Foreign Market
Development Section

Telephone: (416) 365-4347

SPECIAL ECONOMIC STUDIES SECTION

Special Studies Relating to Industry: Studies are conducted on factors which may have long-term effects on specific industries in Ontario. These studies cover such matters as new tariff agreements, free trade agreements or other international agreements or policies that relate to manufacturing in the province.

Further information may be obtained from:

F. Kutas

Chief, Special Economic Studies Section
Telephone: (416) 365-4347

Research Branch

R. Cooper, Director

Telephone: (416) 365-4392

INTERNATIONAL BRANCH

Trade and industry counsellors representing Ontario are posted in major industrial regions of the world. Their main functions include: encouraging foreign companies to establish manufacturing facilities in Ontario through direct investment, or joint ventures with Ontario companies; finding new products for manufacture in Ontario; seeking new technology and production techniques adaptable by Ontario industries; developing export opportunities and distribution for Ontario goods and services; and promoting Ontario's industry and products through participation in international trade fairs.

International Branch

W. A. Fowler, Director

American Section: N. Probyn, Chief

Overseas Section: H. L. Duerr, Chief

Telephone: (416) 365-5715



ONTARIO GOVERNMENT TRADE OFFICES

AMERICAN SECTION

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11 East Adams St.
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OVERSEAS SECTION

H. L. Duerr, Chief
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Tel: 735-782

DEPARTMENT OF TRADE AND DEVELOPMENT

S. J. Randall, Minister

S. W. Clarkson, Deputy Minister

TRADE AND INDUSTRY DIVISION

Peter A. York, P.Eng., Executive Director

Trade and Industry Services

offered by

Industrial Development Branch

Marketing Branch

International Branch

Research Branch